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# Special Libraries

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## Books and The Advertiser

By Merle Sidener, Indianapolis, Ind.  
Sidener-Van Riper Advertising Agency

The day has passed when the business man must learn by experience exclusively. It is possible today to save many hard knocks by taking advantage of the experience of other business men as recorded in reliable business data.

The output of business books has been on the increase during the last few years, and publishing houses that have issued these books have made a definite contribution to the business world. Likewise, the libraries that have recognized their opportunity to render a specialized service to business men, have added much to the general betterment of business.

The day is one of intense competition in all lines of human endeavor, and the business world is pressed to an extremity in finding solutions for its complex problems. Perhaps that department of business which deals with distribution, is by reason of its greater need for resourcefulness, attracting the services of the keenest and most alert men. The element of production is no less important than formerly, but as production has become more efficient the problem of distribution has grown, and the big question in the industrial world today is "How may we sell more goods at a profit?"

The newest influence that has been brought to bear on this question is advertising. It is a development largely of the last half century, and in fact has been recognized as a definite business force only in the last decade or so. The wonderful development of advertising is very largely due to the educational effect of the books and magazines which have presented to the business world both the theory and the practice of advertising. The type of man attracted to the business of advertising, appreciates the necessity for absorbing information. His mind must be alert and open, he must be abreast of the times, he must be resourceful to overcome difficulties which block the way to larger distribution. He has therefore been quick to realize the value to him of books and publications which present in a practical way the thoughts and experiences of others in meeting his problems.

It is gratifying to discover in many public

libraries special departments for business literature, and it is even more pleasing to an advertising man to find what a splendid showing in these special libraries is made by the books dealing with this modern business force.

The Associated Advertising Clubs of the World, with headquarters in Indianapolis, maintains in its offices a model business library and through the efforts of this organization, many public libraries have been helped to install special departments of business literature, and thousands of individuals have been inspired to purchase for their private libraries volumes on business subjects.

This organization through the co-operation of Doubleday, Page & Company, has published several volumes which have quickly taken front rank among the best business books. It was through the efforts of the Associated Advertising Clubs that Prof. Paul Terry Cherington, instructor in commercial organization in the Graduate school of Business Administration, Harvard University, became interested in preparing a series of books on the general subject of advertising.

His first book, "Advertising as a Business Force," is regarded by many advertising men as an essential part of the equipment of every first-class business office. Its chief value is in the compilation of experience records which it presents. Prof. Cherington succeeded in gathering a series of records of experience showing how advertising activities have been related to the selling results they were designed to produce.

We place this Cherington book as of foremost value in my company's office library, because it presents concrete cases of effort and result, with very little comment on the part of the author, and with little or no injection of theory. It offers accurate data on most of the daily problems which come to the advertising man's desk. Prof. Cherington's second book, "The Advertising Book, 1916," is in reality a second volume to the first book, for it again presents a compilation of the best data obtainable from recent progress in advertising methods.

Another book which is of different type but equally valuable to the business man is "The New Business," by Harry Tipper, Advertising Manager of the Texas Company. This book is a comprehensive discussion of the evolution of business, especially with reference to modern methods of marketing and the conflict between the various factors in distribution. It presents just such information as the business man engaged in advertising must know as a foundation for meeting ever changing conditions.

Earnest Elmo Calkins, a successful advertising man, wrote "Modern Advertising" ten years ago or so, and has within the last year been compelled to write another volume, "The Business of Advertising," because of the great changes in advertising practice. The new book carries much of the thought of the original volume, but brought up-to-date. It describes in narrative style what is done from the beginning to the end of an advertising campaign.

There are many books dealing with the technical side of advertising such as De Vinne's "The Practice of Typography" dealing with type faces and set-up, and Andrew's "Color and Its Application to Printing."

A series of books by Walter Dill Scott, Director of the Psychological laboratory of Northwestern University, is found in most good business libraries, public and private, dealing with such subjects as "The Theory of Advertising," "The Psychology of Advertising," and "Influencing Men in Business." While such books are not especially valuable for reference purposes, a rereading of special chapters now and then, intensifies the power of analysis, so important in the advertising business.

In special fields, a number of books render service, such as "Financial Advertising," by E. St. Elmo Lewis, and "Newspaper Advertising," by G. H. E. Hawkins. "Church Publicity," by Christian F. Reissner, deals with a modern application of the force of publicity.

"The Business Man's Library" and the "Business Correspondence Library," issued by the System Company, are invaluable in an advertising man's library because of the technical help they offer.

These books and others which might be mentioned are used in a thoroughly practical way in our offices, where the daily duty

is the study of specific selling problems and the planning and execution of advertising programs. Together with the current publications which especially represent the advertising business, these books make up a reference library which may be fairly compared to the legal library of the lawyer.

The legal profession will find precedent for every possible move that may be made, offensively or defensively, in the law. Court decisions, from the lowest to the highest, can be cited.

While our library is not so complete as that, we are enabled to have placed upon the desk of any of our principals, all the references in books and magazines, published in the last five years or so, bearing upon a specific problem. For instance, the librarian was asked to bring references to chewing gum advertising and among them were these: "How American Chicle Worked Out the Zone Idea in Selling Gum," an authorized interview in *Printers' Ink*, May 13, 1915, with Henry Rowley, president of the American Chicle Company; an article by Edward Mott Wooley on "The Man Who Put the Mint in Spearmint," being the story of the success of William Wrigley, Jr., published in *Printers' Ink*, January 21, 1915, and a brief article on the purposes and plans of the Sterling Gum campaign, also printed in *Printers' Ink* July 8, 1915. Besides these, there were a score of index cards submitted for selection, bearing on methods of distribution necessary for a product such as chewing gum.

*Printers' Ink*, *Advertising and Selling*, and *System Magazine* are indexed and cross indexed as the current numbers arrive, and the magazines are bound as each volume is completed. These are of even more use for reference purposes than the books, because the magazines are constantly presenting the actual experience of advertisers.

A sign of the times is the willingness of successful men to give to their fellows the "how" of their accomplishments. Men who have found a means to an end tell just how they did it, in these magazines. In other words definite data on experience is now available to the man who would use this wonderful business force,—advertising—and far more progress will be made in advertising in the next ten years than during the last ten, because of the availability of this information.

The Commerce Report of the U. S. Department of Commerce for January 31, 1916, makes the following statement regarding the municipal documents in the New York Public Library:

"The New York Public Library has an exceptionally good collection of documents pertaining to municipal affairs, which are classified by cities under countries. The collection for the United States is complete

and representative documents for a large part of European and other countries are at hand. The Library also has an especially fine collection of commercial statistics for practically all foreign countries. These include the annual statements of the more important countries, and the Library also has consular reports from the more important foreign nations and general commercial statistics from foreign trade papers."

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Compiled Under the Direction of H. H. B. Meyer,  
Chief Bibliographer, Library of Congress

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- Hoyt, Charles W.** Advertising for the printer. Inland printer, Jan., 1913, v. 50: 525-527.  
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- Bates, Charles A., ed.** The real estate and insurance book. New York, The C. A. Bates syndicate, 1899. 16 p. 206 l.  
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- Borsodi, William, ed.** Tobacconists' advertising; a collection of selling phrases, descriptions, and illustrated advertisements . . . New York, The Advertisers' cyclopedia company [1910] 127 p.  
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- Bates, Charles A., ed.** The tailoring book. New York, The C. A. Bates syndicate, 1899. 14 p., 200 l.  
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AP2.N4,n.s.v.43
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- Sargent, Epes W.** Picture theatre advertising. New York city, The Moving picture world [1915] 302 p.  
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- Adams, Samuel H.** Fair trade and foul. Collier's weekly, June 19, 1909, v. 43: 19-20.  
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- Alger, George W.** Unpunished commercial crime. Atlantic monthly, Aug. 1904, v. 94: 170-178.  
AP2.A8,v.94
- Facts versus fiction in advertising.** Current opinion, May, 1915, v. 58: 361-363.  
AP2.C95,v.58
- Millions lost in fake enterprises.** Outlook, Apr. 13, 1912, v. 100: 797-798.  
AP2.O8,v.100
- Lure of fake sales.** Current opinion, Mar. 1914, v. 56: 223.  
AP2.C95,v.56
- Honesty in advertising.** North American review, Oct. 5, 1906, v. 183: 693-695.  
AP2.N7,v.183
- Kimball, A. R.** Modern highwaymen. Independent, Feb. 1, 1900, v. 52: 307-310.  
AP2.I53,v.52
- Olsen, W. A.** Death-knell of untruthful advertising. Inland printer, Mar. 1914, v. 52: 854-857.  
Z119.I56,v.52
- Price, W. J.** How some folks are easily swindled. Ladies' home journal, Aug. 1908, v. 25: 18.  
AP2.L135,v.25
- Repplier, A.** As advertised. Lippincott's magazine, Dec. 1900, v. 66: 912-917.  
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AP2.A8,v.93
- Sounding the ethical note of truth in modern advertising.** Current opinion, Aug. 1915, v. 59: 117.  
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AP2.A8,v.94
- Truth-in-advertising—the world around.** Survey, July 24, 1915, v. 34: 384.  
HV1.C4,v.34
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Z671.S71,v.3
- Wehn, J. L.** An act prohibiting fraudulent advertising. [Pennsylvania.] Pittsburgh legal journal, Apr. 5, 1913, v. 61: 221-224.
- Wiley, H. W.** False ads and lying labels. Good housekeeping, Sept. 1913, v. 57: 385-394.  
TX1.G7,v.57

\*Not in Library of Congress.

# Special Libraries

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## Information and the Advertiser.

Chapter IX of Cherrington's "The Advertising Book for 1916" discusses the advance in methods of analysis in advertising and describes the use of special library methods in business. From the interesting data there given we quote:

"The value of unassailable facts in planning sales campaigns is beginning to receive something like its due recognition. This is one of the most marked evidences of advertising progress. For years a few large corporations, such as the Standard Oil Company and the American Telephone and Telegraph Company, have had departments whose duty it was to accumulate and to put into shape for use the detailed facts which were considered necessary for properly conducting the business of these concerns. The painstaking methods of the United Cigar Stores in forming their ideas of the value of a site have become well known. More recently still the Curtis Publishing Company has surprised the textile and the automobile and other trades with the intimacy of its knowledge of how its advertising clients' business is and should be run.

These methods are now being applied to purely advertising problems. Among adver-

tisers the gathering of data and the application of analytical methods to them have become a recognized necessity.

Printers' Ink gives the following statement of the employment of analytical methods by some leading concerns:

"The use of centralized data departments, while still slighted, is by no means uncommon among the more progressive advertisers. The National Cash Register Company, the American Sales Book Company, E. I. Du Pont De Nemours Powder Company, Burroughs Adding Machine Company, W. H. McElwain Company, and other prominent concerns find such data of much help.

The most comprehensive department of this kind we know of is conducted by a large Chicago food-product advertiser. A special room is used for the data and is in charge of a librarian and two assistants. Besides a carefully indexed library dealing with the industry and business affairs in general, special locked cabinets are used for filing a vast array of different comparative statements and a confidential file in which data are collected dealing with peculiar trade situations and conditions in every community of importance in the country. These data take the form of special reports from salesmen, carbon copies, or paragraphs from letters, personal observations by officials in memorandum form and newspaper clippings. This file makes it possible for any official to secure at a moment's notice inside information regarding any desired territory. Scrap-books are also kept, in which are pasted important newspaper clippings commenting on the firm or the industry. These scrap-books are carefully indexed according to the name of the paper as well as the subject, and serve to give the house an insight into the editorial attitude of the various newspapers and how they should be handled, should occasion demand.

Another Western manufacturer finds it profitable to gather data regarding a wide variety of subjects for use of the sales force in selling to different lines of trade. For this purpose two papers in every case are subscribed for, and the articles to be filed are pasted on cards and indexed by vocation with metal tabs. It is also understood that the National Lead Company has worked out a method which makes it possible for it to collect various kinds of selling data pertaining to its business, but instead of centralizing the department the data are distributed among the different branches where they may be needed. Some manufacturers find their salesmen invaluable for gathering this kind of data, one concern even going so far as to use its salesmen to size up and report on the local newspaper situation in each town. Several such instances have been cited from time to time in Printers' Ink, the attitude of John Wyckoff Mettler,

\*Printers' Ink, April 2, 1914, p. 56.

president of the Interwoven Hosiery Company, on this matter and his account of how he gathers and uses such data should be of help to the above correspondent. This article appeared in the October 23, 1913, issue of *Printers' Ink*.

"It is perhaps not looking very far in the future to predict that a data department, in charge of a man with a real mastery of the practical science of compiling and interpreting commercial statistics and other data, will soon be regarded as an absolute essential in selling or advertising undertakings of any appreciable size. The large corporations and other concerns with ample capital have had a temporary advantage over their smaller rivals in this respect. But this advantage already is being overcome. Some of the local and national associations have

clearly shown that joint bureaus if adequately supported by their members can do this work in some respects as well as the data departments of large concerns. It is possible, moreover, that the Federal Government may find occasion to enter upon work of this kind.\* Colleges also will find many ways in which they can be of service in this sort of work.

In short, it may be said that, as a step in advance in the development of advertising, the spread of respect for, and the ability to use, analytical methods is one of the most important lines of growth."

\*The plan for a Federal Bureau of Business Research proposed by A. W. Shaw, the editor of *System*, has been well received in many quarters.

## News and Notes

Miss Florence A. Babbitt has resigned from the American Electric Railway Association Library to become a member of the staff of the Library of the American Society of Civil Engineers.

The Society for the Promotion and Training for Public Service issues a periodical *The Public Servant*. Number one is dated February 1916. It is published monthly at Madison, Wisconsin, with Edward A. Fitzpatrick as editor. A National Program for Training for Public Service is outlined in this initial number.

Miss Louise B. Krause, Librarian of H. M. Byllesby and Co., Chicago, describes "Some business libraries of Chicago small in size but large in service" in the March issue of the Wisconsin library bulletin. The libraries of the National safety council, Portland cement company, Byllesby and company, commonwealth-Edison company and Peoples gas, light and coke company are used as types of the real business library in Chicago.

The New York Public Library has issued a list of reports of American cities of which it has duplicates to offer to other libraries on exchange account. About 250 cities are represented by one or more documents. Libraries desiring to complete their files of city reports should not fail to examine this list.

*Aera*, published by the American Electric Railway Association, New York City, had in its issue March 1916 a comprehensive article entitled "Electric Railway Journalism, How utilities are reaching public and employees through company publications, a

study of the scope, policy and methods of some of the mediums now in the field."

The article is not merely a summary but an analysis of individual publications.

The St. Paul Public Library opened a Business and Municipal Branch in the business district of the city January 31, 1916. A card announcing the opening declares the purpose as follows:

"This Branch is intended especially for business men and those who are interested in civic problems. The material will include City Directories, Special Trade Directories, Financial and Municipal Journals, Atlases, Maps, Charters, and Ordinances and general works on business and municipal government.

"The Library will begin with a small collection of material; the plan is to make additions according to the demand and the response to the advice of the men who use it."

Under plans worked out by F. D. Underwood, President of the Company, the Erie Railroad has just opened a Free Circulating and Reference Library for the use of the 1,300 employees at headquarters, 50 Church Street. On the day the Library was opened half of the 1,000 books quickly disappeared. The demand came from all classes, including officers and the girls who count cancelled tickets in the auditors' department.

Mrs. C. A. Vaughn is in charge of the room on the fourteenth floor, which contains standard text books and reference works, engineering and technical books of interest to railroad men, and also the latest popular fiction, together with current magazines.

Only Erie employees are allowed to take

out books, and only one book can be taken at a time, to be kept a week, with the privilege of renewal for another week. D. W. Cooke, Vice-President and Traffic Manager; H. C. Hooker, Assistant to the President, and H. W. Hawley, Division Freight Agent, worked out the plans. [New York Evening Post, March 29, 1916.]

A Chamber of Commerce in the Department of Junin, Peru, has been organized with headquarters in the city of Cerro de Pasco. The purpose of the Chamber is to promote the development of mining, commerce, stock raising, agriculture and other industries.

The Chamber of Commerce will issue reports including detailed statistics to the Government of Peru on the mining, commercial and agricultural activities in the Department. It will disseminate needed information on these subjects, on the commercial laws of the country, and on modern improvements. To this end it will initiate and encourage the establishment of special schools. All the commercial centers in the Department of Junin will be notified by the Chamber of Commerce in Cerro de Pasco of the latest quotations on mineral products, the movement of foreign exchange and prices current in the principal markets. A Library will be formed of publications on mining, commerce, stock raising, and agriculture.

The committee of the Associated Advertising Clubs of the World which is seeking to promote the active co-operation of the library and the business man is composed of the following well known publicity men headed by John Cotton Dana, Librarian of the Newark Public Library as Chairman.

John C. Dana, Chairman. Librarian, Free Public Library, Newark, N. J.

John Renfrew, 436 Union Oil Building, Los Angeles, California.

Roy B. Simpson, care Fisher, Steinbreugge Co., 1627 Washington Avenue, St. Louis, Mo.

W. O. Waldsmith, Publicity Manager of the Delco, Dayton, Ohio.

Milton Becker, care The Boston Store, Fort Smith, Ark.

F. L. Hamilton, 75 Genessee Street, Auburn, N. Y.

George F. Helm, President Knoxville Advertising Club, Knoxville, Tenn.

C. B. Gagem, care Gregg Co., Honolulu, Hawaii

E. Gorsuch, Secy. Springfield Advertising Club, Springfield, O.

D. R. Barrett, care Crystal Laundry Co., Spokane, Wash.

H. H. Cooke, care M. Green, 627 W. 43rd St., New York City.

G. D. W. Marcy, Sampson & Murdock Co., 246 Bummer St., Boston, Mass.

Joseph C. Spliss, care Ackmann Bros., Elgin, Ill.

Weir D. Hutton, care Norfolk Ad. Club, Norfolk, Va.

Caryl Spiller, Paul Jones Building, Louisville, Ky.

George Nowland, Adv. Mgr. Fels Naptha Soap Co., 73rd & Woodland Ave., Philadelphia, Pa.

C. W. Stokes, Box 2262 Calgary, Alta, Canada.

John L. Grimes, Adv. Mgr., Wheeling Corrugating Co., Wheeling, W. Va.

American consulates in foreign countries are fast developing facilities which will enable them to become bureaus of information on a truly efficient scale.

The following description of the work of the Consulate at Sao Paulo, Brazil, was recently given in the Daily Commerce Reports of the U. S. Department of Commerce.

"In selecting the office for the Consulate the most central location was selected, the large reading and sample room occupying the center of the offices, so that merchants and others seeking information might come and go without unnecessarily disturbing the work of the consular staff. A clerk speaking English and Portuguese has his desk in this room, classifies all catalogues, explains them to inquirers, and shows or furnishes them samples sent. He also, wherever possible, takes notes of what they desire, and often these inquiries are made the subject of trade opportunities. In case the inquirer wishes further information he is referred either to the Consul or the Vice Consul. In cases where numbers of catalogues are sent from the same firm they are sent to the chambers of commerce or to persons known to be interested in them. In the case of requests from the interior catalogues are sent to inquirers, noted in the catalogue file book, and, on being returned, again placed on file.

"The office keeps on hand only the most recent catalogues and commercial literature, and periodically sends throughout the jurisdiction such publications as have been replaced by newer ones. In case inquirers ask for further data the later ones are sent them. The same is done with commercial reviews, trade bulletins, newspapers, etc. In this way several important firms in the interior have been placed in communication with American exporters. Commercial literature in the interior towns is often read more carefully than in the capital. Moreover, there are many towns in the district of over 25,000 inhabitants very progressive and alive to business.

"The office further intends to call the attention, by printed notice, of the more important persons in the jurisdiction to the arrival of catalogues and other trade opportunities.

"Weekly or bimonthly notices are published in the leading papers of Sao Paulo, giving the names of catalogues and commercial reviews received and inviting the

merchants to call at the Consular reading room to inspect them. It is hoped to extend this system to the other States in the jurisdiction. Answers or inquiries to these notices often enable the office to prepare valuable reports for publication. Under ordinary circumstances the inquirer is placed in direct contact with the exporter. In the same manner inquiries for agents or representatives are also published and replies sent to the writer giving the names of persons desiring to enter into business relations with them.

"The office has begun a monthly and quarterly compilation of all imports from abroad. The manifests of the vessels arriving at Santos are obtained shortly after the discharge of the vessel and all imported articles are grouped alphabetically showing (1) country of origin of imported merchandise, (2) nature of merchandise, (3) amount of merchandise, (4) consignee, (5) consignor—when possible.

"By proper alphabetical classification any commercial traveler can at once judge whether there is a market for his goods and just who are possible purchasers. He knows also whether he can compete. The system has been greatly made use of in the short time since it has been in use. It enables the office, furthermore, to answer intelligently great numbers of commercial inquiries from the United States and gives the writers positive information as to who are importing now and not last year, and who are their competitors. It is hoped further to extend this system and obtain the prices of the articles imported. Moreover, knowing just who are importing any given article, the office is enabled to draw the buyers' attention to catalogues of American manufacturers on file in the office.

The Information Clearing House of Boston, formerly the Boston Co-operative Information Bureau, has issued an attractive booklet setting forth the object and plans of the institution. The booklet makes the following statement of objects:

"The Information Clearing House of Boston, formerly the Boston Co-operative Information Bureau, has served its members for four years with ability, dispatch and painstaking thoroughness.

"At the beginning of its fifth year its friends are endeavoring to enlarge its usefulness by bringing it more forcibly to the attention of those whom they know will find it of great assistance in their business and private affairs.

"By means of our modern index system we are in close touch with the best authorities on every subject. Each member is listed according to his specialty, where expedient. Answers to all questions are recorded for future reference."

The officers and directors for 1916 are:

#### Officers.

Lewis A. Armistead, President.  
Boston Elevated Railway Co., 101 Milk St.

E. H. Kittredge, Vice-President.  
Old Colony Trust Co., 17 Court St.

John Ritchie, Jr., Chief of Service.

Waldo A. Rich, Jr., Treasurer.  
Dennison Manufacturing Co., Framingham.

A. D. Smith, Secretary.  
491 Boylston St.

#### Directors.

Henry B. Alvord.  
Aberthaw Construction Co., 27 School St.

Frank Irving Cooper.  
33 Cornhill

George W. Lee.  
Stone and Webster, 147 Milk St.

We clip the following interesting account of a discussion of the efficiency of public libraries by George T. Shaw, Chief Librarian of Liverpool, England, from the *Christian Science Monitor*:

"At the annual meeting of the Northwestern Branch of the Library Association held at Bolton, George T. Shaw, Chief Librarian of the Liverpool Public Libraries, speaking of war finance and public libraries, said that in the carrying on of business and in helping individuals to concentrate intelligently on the war, the public library did and would play a useful and valuable, although a silent part. The Local Government Board had asked for economy in regard to public institutions, including libraries, but the Council of the Library Association had expressed the hope that nothing would be done to impair the efficiency and usefulness of public libraries, the necessity for the maintenance of which was never more important than now, when the people were anxious to have the fullest and most reliable information and guidance on many subjects of the most vital consequence to the nation.

"Supporters of public libraries, he continued, need have no difficulty in justifying the expenditure of the money necessary to maintain them efficiently. The libraries of the United Kingdom, whether proprietary or government endowed, or rate supported, were unlike all other institutions—schools perhaps excepted. War had made them a necessity, and stimulated their development, but had never suppressed them.

"Men talked of public libraries in connection with this war, as if they were a pure luxury. The idea that a return was made to the community was never recognized by the man who did not know how to use such places or did not require to use them. The cry of the ratepayer was raised as if the man was rated for something from which he could not possibly get any advantage. Mr. Shaw appealed to the drastic economists on other grounds. By cramping the power of the public library today they were, he

insisted, going seriously to diminish its usefulness in the important work which must be dealt with after the war. Libraries were being used to supply information about industries that other countries had the monopoly of. In this way people were preparing for the future, and only public libraries could collect and disperse such information."

Through the efforts of Mr. Alexander V. Behr, Vice-President of the Russian-American Chamber of Commerce of Moscow, there has been formed in New York an American-Russian Chamber of Commerce, the purpose of which, according to the constitution published in the Russian-American Journal of Commerce, is "to encourage and promote the economic, commercial and industrial relations between Russia and the United States of North America." The American-Russian Chamber of Commerce of New York and the Russian-American Chamber of Commerce of Moscow, each in its own country, will be the sole representative of the other.

For the attainment of the object of the organization the American-Russian Chamber of Commerce will co-operate with the Russian-American Chamber of Commerce in Moscow in the interchange of information; render assistance to its members and to all who may be entitled to its co-operation; assist in organizing agencies for handling and financing direct business negotiations between the United States and Russia; protect the interests of the United States and Russia in all matters commercial and industrial; collect, issue, and distribute for the benefit of its members, statistical reports and other information relating to trade, industry, and finance; appear, when invited to do so in a representative capacity, at government, state or municipal conferences held in connection with questions of trade, commerce, or transportation; and facilitate the interchange of opinions regarding trade and industry that may arise between the members of the chamber and other persons interested. The first president of the organization is Mr. Charles H. Boynton, a member of the New York Stock Exchange.

The Commerce reports for February 29, 1916, reports a conference which was called by the Prime Minister of Australia at Melbourne on January 6 to consider plans for establishing a national laboratory for the study of scientific research to Australian industries.

The Prime Minister proposes the co-ordination of existing institutions such as Commonwealth laboratory, universities, agricultural colleges, technical and mining schools and ordinary schools.

A committee of representative men reported the following recommendations January 13:

1. There should be established under act

of Parliament a Commonwealth institute of science and industry.

2. The functions of the institute should be:

(a) To consider and initiate scientific researches in connection with, or for the promotion of, primary or secondary industries in the Commonwealth.

(b) The collection of industrial scientific information and the formation of a bureau for its dissemination among those engaged in industry.

(c) The establishment of national laboratories.

(d) The general control and administration of such laboratories when established.

(e) To promote the immediate utilization of existing institutions, whether Federal or State, for the purposes of industrial scientific research.

(f) To make recommendations from time to time for the establishment or development of special institutions or department of existing institutions for the scientific study of problems affecting particular industries and trades.

(g) The establishment and award of industrial research scholarships and fellowships, or fellowships attached to particular institutions.

(h) To draw attention to any new industries which might be profitably established in the Commonwealth.

(i) To keep in close touch with and seek the aid of all Commonwealth and State Government departments, learned and professional societies, and private enterprises concerned with, or interested in, scientific research.

(j) The co-ordination and direction of scientific investigation and of research and experimental work with a view to the prevention of undesirable overlapping of effort.

(k) To advise the several authorities as to the steps which should be taken for increasing the supply of workers competent to undertake scientific research.

(l) To recommend grants by the Commonwealth Government in aid of pure scientific research in existing institutions.

(m) To seek from time to time the co-operation of the educational authorities and scientific societies in the States, with a view to advancing the teaching of science in schools, technical colleges, and universities where its teaching is determined upon by those authorities.

(n) To report annually and from time to time to Parliament.

The report of the committee was referred to the Ministry in Cabinet. The Prime Minister stated that the cabinet had approved of the recommendations regarding immediate action, and that the advisory council would be appointed without delay. He has previously stated that the Government is prepared to devote £500,000 (\$2,433,250) to the initiation of such an enterprise.



## WANTED.

By the Interstate Commerce Commission  
Library, Washington, D. C.

Academy of Political Science. Proceedings,  
Vol. V (any).  
Engineering News, August 19, 1915.  
National Rivers and Harbors Congress,  
1904, 1905, 1906, 1908, 1913.  
Political Science Quarterly, June, 1915.

Columbia university in co-operation with  
the Life underwriters association of New  
York city has instituted a course in life  
insurance to be held from January 21 to  
May 29. It has been arranged through the  
Department of extension teaching to ac-  
commodate those who are actively engaged  
in insurance or other business during the  
day. It is offered in connection with the  
courses in commerce now given in the eve-  
ning and will receive credit toward a cer-  
tificate in commerce. The class meets in the

auditorium of the Merchants association  
quarters.

Wallace D. Simmons of St. Louis, Mo.,  
Chairman of the Committee on commercial  
education for foreign trade gave the Report  
of the National foreign trade council at the  
recent convention in New Orleans.

The Report attempts to give the sub-  
stance of information gathered from busi-  
ness men who have had experience in send-  
ing commercial agents abroad.

The following phases are discussed in  
the Report: Difficulty of obtaining young  
Americans; Americans adaptable to needs  
of trade; Expatriation militates against se-  
curing best men; Home employment pre-  
ferred to foreign training; Lack of specific  
training for foreign trade; Failure of for-  
eign language teaching; Better foundations  
necessary through school study; American  
provincialism a hindrance; Adequate train-  
ing demanded of schools; Fundamental  
training by schools at fault.

## Some Recent Books on Advertising

Advertising, Its Principles and Practice. 575  
p. N. Y., Ronald Press Co., 1915. \$4.00  
postpaid. Authors—Harry Tipper, Geo. B.  
Hotchkiss, Harry L. Hollingworth and  
Frank A. Parsons.

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